



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

L'intelligenza Artificiale per la sostenibilità economica delle strategie di marketing

2627-BbetweenSDG-06-07

Module description

The module examines the role of artificial intelligence in developing, implementing and evaluating marketing strategies aimed at achieving economic sustainability. It explores how AI-based technologies can support companies in data analysis, demand forecasting, market segmentation, offer personalisation and resource optimisation.

Particular attention will be paid to the contribution of artificial intelligence to cost reduction, operational efficiency, customer relationship management and the development of business models capable of creating long-term value. The module will also examine the use of AI to monitor campaign performance, predict consumer behaviour and support strategic decision-making through timely and systematic information.

Through theoretical lessons, case studies and practical activities, participants will be guided in designing AI-supported marketing strategies and assessing their economic feasibility, effectiveness and ability to generate sustainable value for companies and their stakeholders.

Learning goals

Participants will acquire knowledge of the fundamental principles of artificial intelligence applied to marketing and an understanding of the relationship between technological innovation, operational efficiency and economic sustainability. They will be able to identify the main opportunities offered by artificial intelligence in marketing processes, assessing its contribution to cost reduction, resource optimisation and long-term value creation.

The module will also enable participants to develop greater awareness of the risks and implications associated with the use of artificial intelligence, particularly with regard to data quality, algorithmic bias, transparency in decision-making processes, privacy protection and the accountability of practitioners. Participants will understand the importance of adopting an ethical and responsible approach capable of integrating digital innovation with principles of economic sustainability and sound data management.

At the end of the module, participants will also have acquired the conceptual tools required to assess the

effectiveness and sustainability of artificial intelligence-supported marketing strategies, considering not only their immediate results but also their capacity to generate value for the organisation and its stakeholders over the medium and long term.

General goal

General Objective of the Module

The general objective of the module is to develop participants' ability to understand, use and critically evaluate the role of artificial intelligence in marketing strategies, with particular attention to improving efficiency, optimising resources and creating sustainable long-term economic value.

Specific skills and competences

By the end of the module, participants will be able to:

- explain the main concepts, principles and applications of artificial intelligence in marketing;
- understand the relationship between artificial intelligence, marketing strategies and economic sustainability;
- identify the main AI-based tools used for data analysis, demand forecasting, market segmentation and customer profiling;
- evaluate how artificial intelligence can contribute to cost reduction, resource optimisation and operational efficiency;
- analyse the role of AI in personalising products, services and customer communication;
- use data-driven insights to support marketing decisions and improve campaign performance;
- assess the economic feasibility and long-term value of AI-supported marketing strategies;
- recognise the risks and limitations associated with the use of artificial intelligence, including algorithmic bias, data quality, privacy and lack of transparency;
- apply ethical and responsible principles to the use of AI in marketing;
- design marketing strategies that integrate artificial intelligence with the principles of innovation, responsibility and economic sustainability.

Sustainable Development Goals of the 2030 UN Agenda

In particular, knowledge of the tools covered by the module intends to favor the following SDGs: Objective 9: Industry, Innovation and Infrastructures, Objective 12: Responsible consumption and production, Objective 13: Climate change.

Breakdown of meetings

The module, lasting 12 hours, is divided as follows: 6 meetings, two hours.

First meeting 2 hours – Artificial intelligence and Marketing

Second meeting 2 hours – Data, consumers and marketing decisions

Third meeting 2 hours – Artificial Intelligence and Sustainability

Fourth meeting 2 hours – Automation, Personalisation and Campaign Performance

Fifth meeting 2 hours – Case studies

Sixth meeting 2 hours – Final Workshop: Designing an AI Marketing Strategy

Number of participants

There is no limit to the number of participants.
The module is delivered remotely.

Language used in meetings

Italian

Delivery period of the module

Methods of assessing the outcomes of the learning process

Participants will be provided with materials on the topics covered. At the end of month, it will be possible to agree on an in-depth study for an oral discussion at the end of the month. Quizzes, open-ended questions, incentives for interactive participation, drafting of short assignment during the course of the various modules may also be provided.

Department of affiliation of the teacher

Department of Economics, Management and Statistics (DEMS)

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE | RESPONSIBLE CONSUMPTION AND PRODUCTION |
CLIMATE ACTION
